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## ABSTRACT

R. Martens' hypothesis that an audience acts as a stimulus to elicit arousal or drive in the performance of an individual, which in turn enhances the emission of the dominant habit, is reexamined. Where incorrect responses are dominant, learning of a novel task will be inhibited, or at least improvement will not be as rapid as for individuals performing alone. Uncomplicated motor learning tasks were used, in a partial replication of Marten's procedures, to examine the effect of the following four conditions: audience present/videotape present; audience present/videotape absent; audience absent/videotape present; and audience absent/videotape absent. Results indicated that in the initial stages of motor learning subjects performing before an audience were more variable in their performance than subjects performing without an audience. Subjects reported the presence of an audience provided greater arousal, and in some cases this arousal was shown to be positively correlated to their performance scores. Overall, the findings indicated that audience effects account for only a small portion of variance in motor behavior. (JD)

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Social Facilitation During the Initial Stage of Motor Learning:

A Re-examination of Martens' Audience Study

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## Abstract

This study partially replicated Martens' (1969a) social facilitation study of motor behavior. His very robust performance findings provided impressive confirmation for Zajonc's hypothesis, and his arousal findings have since been used as evidence for a nonlearned-drive basis for social facilitation. The present study also extended Martens' investigation by examining the separate and combined effects of an audience and videotape camera. The effects due to the presence of the audience and camera were not additive; instead, the audience detrimentally effected subjects' performance consistency and the camera resulted in more trials over  $\pm 30$  msec after the performance criteria had been attained. Martens' most robust findings for constant error were not replicated, nor were some of his physiological arousal findings. His pattern of constant error results over all trials is atypical of known learning strategies that subjects use to reduce error over successive trials. Overall, our findings are in accord with most social facilitation studies of motor behavior where the audience effects account for only a very small portion of the variance.

## Social Facilitation During the Initial Stage of Motor

## Learning: A Re-examination of Martens' Audience Study

The performance of individuals alone compared to their performance in the presence of an audience has been a pervasive social psychological issue which Zajonc (1965) and later Cottrell (1972) called social facilitation. Based on a post hoc analysis of previous social facilitation studies, Zajonc employed constructs borrowed from Hullian drive theory to formulate a social facilitation hypothesis. This hypothesis maintains that an audience acts as a stimulus to elicit arousal or drive, which in turn enhances the emission of the dominant habit. Where incorrect responses are dominant, learning of a novel task will be inhibited, or at least improvement will not be as rapid as for individuals performing alone. During the later stages of learning (dominant responses mainly correct) increases in arousal should improve performance.

Perhaps the most impressive support for Zajonc's hypothesis initially came from Martens' (1968) doctoral dissertation research which was later reported in the Journal of Personality and Social Psychology, the Journal of Experimental Social Psychology, and Research Quarterly (Martens, 1969a, b, c). Unlike the early tests with verbal tasks (e.g., Zajonc & Sales, 1966), Martens' support for the hypothesis was the most comprehensive because corroborative evidence for physiological arousal was provided for both initial and later stages of motor learning. In addition, some of Martens' audience effects<sup>2</sup> were much stronger ( $r^2 = 13-15\%$ ) than those typically achieved with verbal tasks ( $r^2 = 2-5\%$ ). With few exceptions, more recent studies of audience effects on motor behavior have shown small, and often inconsistent, audience effects (see Landers

& McCullagh, 1976 for a review). Considering the pre-existing Martens' results, the weaker findings reported by contemporary investigators have generally been attributed to methodological inadequacies in providing audiences of sufficient size to elicit arousal, and to not specifying a priori the habit strength on the motor task employed. As a result, Martens' (1969a, b, c,) research has been consistently cited as major evidence for Zajonc's hypothesis and has been used as a prototype for social facilitation research on motor behavior.

In the psychology literature (Weiss & Miller, 1971; Zajonc, Note 3), the theoretical significance attached to the pattern of the physiological responses displayed by subjects in Martens' alone and audience conditions have received greater attention than the robustness of Martens' performance findings. Zajonc (Note 3) uses the elevated palmar sweating found by Martens (1969a, b, c) to argue that the drive level produced by an audience is not an aversive drive, like pain and frustration. These aversive drives are learned and are generally subject to habituation effects over successive trials. Martens (1969a, b, c) offers the only physiological evidence which shows an enduring pattern over 15 trials without any trace of habituation. More recent evidence, however, does not support Zajonc's (Note 3) innately acquired drive interpretation. For example, Cohen and Davis' (1973) data clearly show habituation of palmar sweating over the course of learning trials. They also found results that were directionally opposite those found by Martens. In the Cohen and Davis study palmar sweating in the presence of an audience actually decreased from a pre-experimental basal state, whereas increases were noted in Martens' experiment. Such disparate palmar sweating

results are also evident in other studies (Mendenhall, Ebert & Wood, 1970). There does not appear to be a simple resolution for these discrepancies. Such a resolution is needed, though, to clarify whether the effect of social facilitation is a learned aversive state (Cottrell, 1968; Watson & Miller, 1971) or an innately acquired drive (Cohen, 1973).

The interpretations by Zuckerman and other investigators are reasonable extrapolations from Martens' (1969a, b, c) research reports. Unfortunately, important experimental details were omitted in Martens' articles. The complete experimental protocol (Martens, 1968) clearly indicated that while subjects were observed by an evaluative audience, they could also see themselves on a videotape monitor. They were told that their performance would be videotaped and later shown to evaluative others. Subjects in this audience/videotape condition were compared to a group performing alone. It is therefore impossible to attribute Martens' performance and arousal findings solely to a "passive" audience. The nature of this highly evaluative experimental treatment may account for Martens' unusually robust performance findings accompanied by heightened arousal, unaffected by habituation. This interpretation is supported by the findings of Cohen and Davis (1973). They concluded that their video-camera condition, compared to a "hypothetical audience" condition (behind a one-way mirror), showed stronger "set effects" and was very reactive in maintaining subjects' initial arousal level.

Although Cohen and Davis (1973) examined the separate effects of a hypothetical audience and video-camera, the combined effects relative to an alone control condition have not been examined in the extant behavior literature. The purpose of the present study therefore was to replicate Martens' procedures<sup>1</sup> and to examine the effect of the relationship to a



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1. The first step in the process of the investigation is the identification of the problem. This is done by the investigator, who is usually a member of the research team. The investigator will identify the problem by looking at the data and trying to find out what is going on.

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As the subjects entered the laboratory, they were seated in the waiting room and given an informed consent form to read and sign. Baseline sweat prints were taken at 7 and 11 AM after their arrival. The subjects were given the Zung Depression Scale in the time interval between sweat print measures. After the second print, the subject was taken into the testing room where he listened to audiotaped instructions and was given a few minutes to view the stimuli on the test screen without answer lamps illuminated. The subject was told he was to try to reach an uncolored "baseline" state of mind. The critical criterion was a total absolute error score of 10 or less. For other criteria of 10 or more, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100, 105, 110, 115, 120, 125, 130, 135, 140, 145, 150, 155, 160, 165, 170, 175, 180, 185, 190, 195, 200, 205, 210, 215, 220, 225, 230, 235, 240, 245, 250, 255, 260, 265, 270, 275, 280, 285, 290, 295, 300, 305, 310, 315, 320, 325, 330, 335, 340, 345, 350, 355, 360, 365, 370, 375, 380, 385, 390, 395, 400, 405, 410, 415, 420, 425, 430, 435, 440, 445, 450, 455, 460, 465, 470, 475, 480, 485, 490, 495, 500, 505, 510, 515, 520, 525, 530, 535, 540, 545, 550, 555, 560, 565, 570, 575, 580, 585, 590, 595, 600, 605, 610, 615, 620, 625, 630, 635, 640, 645, 650, 655, 660, 665, 670, 675, 680, 685, 690, 695, 700, 705, 710, 715, 720, 725, 730, 735, 740, 745, 750, 755, 760, 765, 770, 775, 780, 785, 790, 795, 800, 805, 810, 815, 820, 825, 830, 835, 840, 845, 850, 855, 860, 865, 870, 875, 880, 885, 890, 895, 900, 905, 910, 915, 920, 925, 930, 935, 940, 945, 950, 955, 960, 965, 970, 975, 980, 985, 990, 995, 1000, 1005, 1010, 1015, 1020, 1025, 1030, 1035, 1040, 1045, 1050, 1055, 1060, 1065, 1070, 1075, 1080, 1085, 1090, 1095, 1100, 1105, 1110, 1115, 1120, 1125, 1130, 1135, 1140, 1145, 1150, 1155, 1160, 1165, 1170, 1175, 1180, 1185, 1190, 1195, 1200, 1205, 1210, 1215, 1220, 1225, 1230, 1235, 1240, 1245, 1250, 1255, 1260, 1265, 1270, 1275, 1280, 1285, 1290, 1295, 1300, 1305, 1310, 1315, 1320, 1325, 1330, 1335, 1340, 1345, 1350, 1355, 1360, 1365, 1370, 1375, 1380, 1385, 1390, 1395, 1400, 1405, 1410, 1415, 1420, 1425, 1430, 1435, 1440, 1445, 1450, 1455, 1460, 1465, 1470, 1475, 1480, 1485, 1490, 1495, 1500, 1505, 1510, 1515, 1520, 1525, 1530, 1535, 1540, 1545, 1550, 1555, 1560, 1565, 1570, 1575, 1580, 1585, 1590, 1595, 1600, 1605, 1610, 1615, 1620, 1625, 1630, 1635, 1640, 1645, 1650, 1655, 1660, 1665, 1670, 1675, 1680, 1685, 1690, 1695, 1700, 1705, 1710, 1715, 1720, 1725, 1730, 1735, 1740, 1745, 1750, 1755, 1760, 1765, 1770, 1775, 1780, 1785, 1790, 1795, 1800, 1805, 1810, 1815, 1820, 1825, 1830, 1835, 1840, 1845, 1850, 1855, 1860, 1865, 1870, 1875, 1880, 1885, 1890, 1895, 1900, 1905, 1910, 1915, 1920, 1925, 1930, 1935, 1940, 1945, 1950, 1955, 1960, 1965, 1970, 1975, 1980, 1985, 1990, 1995, 2000, 2005, 2010, 2015, 2020, 2025, 2030, 2035, 2040, 2045, 2050, 2055, 2060, 2065, 2070, 2075, 2080, 2085, 2090, 2095, 2100, 2105, 2110, 2115, 2120, 2125, 2130, 2135, 2140, 2145, 2150, 2155, 2160, 2165, 2170, 2175, 2180, 2185, 2190, 2195, 2200, 2205, 2210, 2215, 2220, 2225, 2230, 2235, 2240, 2245, 2250, 2255, 2260, 2265, 2270, 2275, 2280, 2285, 2290, 2295, 2300, 2305, 2310, 2315, 2320, 2325, 2330, 2335, 2340, 2345, 2350, 2355, 2360, 2365, 2370, 2375, 2380, 2385, 2390, 2395, 2400, 2405, 2410, 2415, 2420, 2425, 2430, 2435, 2440, 2445, 2450, 2455, 2460, 2465, 2470, 2475, 2480, 2485, 2490, 2495, 2500, 2505, 2510, 2515, 2520, 2525, 2530, 2535, 2540, 2545, 2550, 2555, 2560, 2565, 2570, 2575, 2580, 2585, 2590, 2595, 2600, 2605, 2610, 2615, 2620, 2625, 2630, 2635, 2640, 2645, 2650, 2655, 2660, 2665, 2670, 2675, 2680, 2685, 2690, 2695, 2700, 2705, 2710, 2715, 2720, 2725, 2730, 2735, 2740, 2745, 2750, 2755, 2760, 2765, 2770, 2775, 2780, 2785, 2790, 2795, 2800, 2805, 2810, 2815, 2820, 2825, 2830, 2835, 2840, 2845, 2850, 2855, 2860, 2865, 2870, 2875, 2880, 2885, 2890, 2895, 2900, 2905, 2910, 2915, 2920, 2925, 2930, 2935, 2940, 2945, 2950, 2955, 2960, 2965, 2970, 2975, 2980, 2985, 2990, 2995, 3000, 3005, 3010, 3015, 3020, 3025, 3030, 3035, 3040, 3045, 3050, 3055, 3060, 3065, 3070, 3075, 3080, 3085, 3090, 3095, 3100, 3105, 3110, 3115, 3120, 3125, 3130, 3135, 3140, 3145, 3150, 3155, 3160, 3165, 3170, 3175, 3180, 3185, 3190, 3195, 3200, 3205, 3210, 3215, 3220, 3225, 3230, 3235, 3240, 3245, 3250, 3255, 3260, 3265, 3270, 3275, 3280, 3285, 3290, 3295, 3300, 3305, 3310, 3315, 3320, 3325, 3330, 3335, 3340, 3345, 3350, 3355, 3360, 3365, 3370, 3375, 3380, 3385, 3390, 3395, 3400, 3405, 3410, 3415, 3420, 3425, 3430, 3435, 3440, 3445, 3450, 3455, 3460, 3465, 3470, 3475, 3

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the videotape condition. The 2 (Audience)  $\times$  2 (Trial)  $\times$  2 (Sex) ANOVA revealed that the videotape  $\times$  trial effect and the videotape  $\times$  sex interaction were significant,  $p$ 's  $< .05$ . The videotape  $\times$  sex interaction,  $F(1, 110) = 1.18$ ,  $p < .01$ , and the videotape  $\times$  trial effect,  $F(1, 110) = 1.18$ ,  $p < .01$ , were significant. The videotape results essentially reflected the VB findings of greater error among subjects performing before an audience, and greater error on Block 1 compared to Block 2 and 3.

#### Results to criterion

The number of trials needed to attain the 90% correct learning criterion was subjected to a 2 (Audience)  $\times$  videotape ANOVA. These means and standard deviations are contained in Table 2. Although subjects with the audience present averaged 2.75 more trials-to-criterion than those with no audience present, this small difference was not significant,  $F(1, 110) = 1.18$ ,  $p > .05$ . The videotape main effect and the audience videotape interaction were also nonsignificant,  $F$ 's  $< 1.00$ .

During testing it became apparent that the performance of many subjects, who had already achieved the learning criterion, deteriorated on subsequent trials. This was examined by tallies the number of trials over 90% used after the criterion was achieved (See Table 2). Of the 11 subjects, 4 had more trials above 90% used. These post-criterion trials over 90% were analyzed for this subsample in a 2 (Audience)  $\times$  2 (Videotape) ANOVA.

Results of this ANOVA revealed means similar to those reported above. There were no significant effects of the videotape-present or videotape-absent  $\times$  audience-present or audience-absent interaction. The videotape-present condition,  $F(1, 4) = 1.18$ ,  $p > .05$ , and the audience-present condition,  $F(1, 4) = 1.18$ ,  $p > .05$ , were not significant.

the videotape-absent/audience-absent condition. The effect of the audience was small for both levels of videotape and failed significance,  $F(1,33)=1.58, p > .05$ . On the other hand, the videotape main effect was significant,  $F(1,33)=6.23, p < .05$ . After the learning criterion was attained, subjects having the videotape present had more trials over  $\pm .30$  msec than subjects in the videotape-absent condition. The audience/videotape interaction was nonsignificant,  $F = 1.00$ .

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Insert Table 2 about here  
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#### Arousal Measures

The pre-experimental (basal) scores for the PSI and activation-deactivation scales were compared for each treatment condition prior to subjects' actual exposure to the experimental conditions. In all comparisons there were no significant arousal differences ( $F_s = 1.00$ ) indicating that subjects were essentially equal during the pre-experimental period.

Thayer's ACL. The basal ACL scores were subtracted from scores obtained in the experimental situation (after Trial 10) for both the activation and deactivation subscales. High scores were indicative of greater activation (or greater deactivation) in the experimental situation. The activation and deactivation scores were each analyzed in a  $2 \times 2$  (audience  $\times$  videotape) ANOVA.

On the activation scale the means for subjects performing with and without an audience were  $2.97$  (activated) and  $.93$  (calm), respectively. The difference was statistically significant,  $F(1,36)=4.80, p < .05$ . The videotape main effect and audience/videotape interaction was not significant.

The deactivation subscale yielded a different pattern of results. There were negligible differences between audience and no-audience conditions,  $F = 1.00$ . However, subjects in the videotape conditions were less deactivated from the basal to experimental situation ( $M = 1.87$ ) than subjects in the videotape-absent condition ( $M = 4.27$ ),  $F(1,56) = 4.25$ ,  $p = .05$ . The audience x videotape interaction was nonsignificant,  $F = 1.00$ .

Palmar sweat prints. Nearly all of the 21 subjects, referred to previously, decreased their rate of palmar sweating from the basal period to the experimental situation. The rate of decrease was less for subjects in the audience condition ( $-2.61$ ) than for subjects in the no-audience condition ( $-13.81$ ). These differences, however, were not statistically significant,  $F(1,19) = 1.00$ . A greater decrease from basal scores was evident when subjects first began performing ( $M = -13.78$ ), but this trials main effect and the audience x trials interaction were nonsignificant ( $F_s = 1.00$ ).

Correlations between arousal and performance measures. To determine the covariation between arousal measures and the CE and VE performance measures, product-moment correlation coefficients were calculated for the various treatment conditions (See Table 3). Since the direction of the performance scores in relation to the target was not of importance for this analysis, the particular arousal measure was correlated to the subject's mean E score. Also included in Table 3 are correlations between PSI and total error measures derived from data presented in Martens (1968). In each case, high palmar sweating was generally associated with a greater deviation from the target. This pattern was significantly correlated for the PSI measure in Martens' combined treatments and

approached statistical significance for the videotape condition (VE) in the present study. These correlations accounted for between 2% and 46% of the variance.

The correlations between activation- and deactivation- ACL subscales and E scores showed the same relationship as the PSI findings. Higher reported activation (or lower deactivation) resulted in greater E, but only a few of the correlations were significant.

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Insert Table 3 about here  
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### Discussion

The results of the present experiment replicate Martens' findings in providing support for Zajonc's prediction for the initial stages of motor learning. Subjects performing before an audience were more variable in their performance compared to subjects performing without an audience. Evidence for the arousal mechanism underlying Zajonc's social facilitation hypothesis was indicated in the present study by subjects in the presence of an audience having greater self-reported arousal, and in some treatments this arousal was shown to be positively correlated to their performance scores. It is clear from the performance results of this study, as well as Martens' study, that the audience effect for the variable error component accounts for a very small portion of the variance ( = 2%). This relatively small effect is in accord with most of the audience literature where the audience has been a group of passive observers.



This study did not replicate the CE data reported by Martens (1968, 1969a). Where his audience effects were most robust, our study failed to find any differences whatsoever. These differences could, of course, be due to slight variations in apparatus (e.g., slide and cursor assembly) and samples employed.<sup>4</sup> It is difficult to explain, however, why these factors could systematically produce such dramatically different distributions. Martens' data shows a very small  $MS_b$  error term (19.2), large learning effects over trial blocks, and essentially negative deviations from the coincident point on 88% of all trials. Our data from this study and our two pilot studies demonstrate a large  $MS_b$  error term (5543.48), no learning over trial blocks, and "bracketing" around the coincident point with approximately an equal number of positive and negative deviations. The constant error distribution found in our study is consistent with other coincident-timing studies (e.g., Christina & Buffan, 1976; Schmidt, 1969), whereas the distribution reported by Martens is unique in the motor learning literature. Martens' distribution is quite discrepant even when we compare the data from Schmidt's (1969) study which employed the same apparatus<sup>5</sup> and conditions that Martens used with his alone group (See Figure 1). The bracketing evident in this study, and many other coincident-timing studies (e.g., Christina & Buffan, 1976; Schmidt, 1969), is indicative of subjects strategy to correct error based on knowledge of results from previous trials. A more plausible explanation for the atypical constant error distribution obtained by Martens is that there may have been some systematic bias in his measurement of error magnitude.

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Insert Figure 1 about here

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Figure 1 also reveals that even with 15 trials there is still considerable variation about the zero point. Our data, and a re-examination of Martens' findings, suggest that consistent performance at or below the criterion level (i.e., correct-dominant response) was not achieved. Instead, it appears that the subjects were still in the initial stages of learning where the incorrect response was dominant. This conclusion calls into question the findings Martens reported for the later stages of motor learning (Martens' "performance phase"). Although audience effects were found for this phase of skill learning, it would be very difficult to maintain that they were a result of a change in habit strength once the criterion was supposedly attained. As Cottrell (1972, pp. 207-208) has pointed out, there is a problem in identifying the dominant habit in this type of sequentially organized response. This could possibly be due to the lack of floor effects without which it is impossible to know with assurance when a .50 probability of correctly responding has been achieved. It is quite apparent that predictions concerning social facilitation are only meaningful on certain kinds of motor tasks. Since Martens' research reports, social facilitation investigators (Carron & Bennett, 1976; Linders, Brawley, & Hale, 1978) have identified some motor tasks where drive theory predictions can be tested.

Considering the audience and videotape conditions in the present study, the audience had the greater effect upon performance, although the videotape condition did affect performance after the criterion was attained. It is interesting that the audience and videotape conditions, when combined, did not interact to produce greater arousal increments

and performance decrements in this treatment condition. This finding is in agreement with the problem-solving performance results of Laughlin and Wong-McCarthy (1975).

There is also some indication in the present study and Martens' study that physiological arousal may be the underlying mechanism for the obtained audience effects. As Geen and Gange (1977) point out, "most of the experiments that have been conducted to date to test the drive theory of social facilitation have been derived from the Hullian notion of irrelevant drive, and have not involved any assumptions concerning possible underlying physiological mechanisms" (p. 1273). From the PSI and self-report ACL correlations with performance measures, it appears that arousal is inversely related to performance quality during the initial stage of learning. This is supported primarily from correlations between arousal and performance measures when the treatments were combined. In other instances, the Ns were too small for meaningful statistical comparisons, but at least these correlations showed that the direction of the relationship was consistent (See Table 3). It appears that these arousal measures may be tapping the same mechanism underlying performance. The tendency for positive correlations between arousal and performance measures is consistent with drive theory predictions. It also provides some support for arousal-activation theorists who have equated drive with physiological activity.

The findings of the present study were consistent with the results of other studies (Cohen & Davis, 1973; Karst & Most, 1973) showing a decrease in palmar sweating from the basal to experimental situation. Martens' results showed an increase in palmar sweating during this same period, and this increase remained stable over trials. This difference

is surprising since comparable experimental conditions were employed. Our only departure from Martens' procedures was in using approximately two fewer audience members. The size of the audience, however, has not been shown to be linearly related to arousal and motor performance measures (Landers & McCullagh, 1976; Wankel, 1977). From the results of this and other audience studies, it is unlikely that these disparate palmar sweat findings depend on whether the audience is physically present or remote (Geen & Gange, 1977). Nor is it likely due to subjects' focus on the stressful environment versus their own thoughts and feelings (Martens, 1969b). The bidirectionality of the PSI under comparable experimental conditions may be due to the inherent unreliability in applying the solution or to other potential problems with this measure. This technique might be improved further by using Harris, Polk and Willis' (1972) modifications of the PSI. One important modification is the incorporation of twice the amount of colloidal graphite in the chemical solution to provide the sharpest possible contrast. By incorporating this and other modifications of the PSI technique (Harris et al., 1972), greater clarity should be achieved without resorting to less desirable procedures. In addition to Harris et al.'s modifications, other measures of palmar sweating are now available that circumvent many of the problems encountered with the PSI (Harris et al., 1972; Strahan, Todd, & Inglis, 1974).

On the other hand, the decreases in sweating may, as Cohen and Davis (1973) suggest, indicate that subjects reduce their initial levels of apprehension once they become familiar with the experimental procedures. Cohen and Davis' (1973) results support a learned-drive interpretation

of audience effects in that learned drives show facilitation effects over trials. Due to the problems mentioned earlier, our nonsignificant 1991 results must be regarded with caution. They were, however, supportive of Cohen and Davis' (1973) interpretation and were not at all supportive of a pattern that Zajonc (Note 3) maintains would reflect an innate drive.

It is important to consider the Martens' study in historical perspective. Zajonc's (1965) social facilitation hypothesis, followed closely by Martens' impressive support for it, captured the attention of many social psychologists and lured them to this seemingly fertile field of investigation. In hindsight, it now appears that much of this initial enthusiasm was unwarranted. Despite claims to the contrary (Cottrell, 1972; Zajonc, 1965, Note 3), there was no clear support in the social facilitation literature prior to 1965 that audience effects produced significant performance decrements during subjects' initial learning of a novel task (see Landers & McCullagh 1976, pp. 133-135, for a review). It is true that since 1965 audience effects consistent with a drive theory interpretation of social facilitation are found with some degree of regularity. It is also true that Zajonc's drive theory analysis still provides a more parsimonious explanation than alternative explanations based on current cognitive views of behavior (Geen & Gange, 1977). In the past decade the focus has been on explaining, as simply as possible, statistically reliable findings rather than determining their predictive significance. At best, audience effects from laboratory experiments on motor behavior appear to be quite small (accounting for 1-3% of the variance), almost to the extent of being of trivial predictive significance.

Merton (1947) and others (Nye, 1956) have shown that, after testing a number of different social situations for motor skills, it appears that the present time series variables do not constitute an important source of variance even when highly evaluative audiences are employed and motor tasks that control for subjects' dominant-task response are used. It also suggests why numerous investigators have had difficulty corroborating such small, but statistically reliable, audience and reactor results with physiological and self-report measures of arousal. The inherent inter- and intrasubject variability on the arousal measures may be too great to detect the very subtle effects due to a passive audience.

It might be profitable to redirect research on motor behavior to examine social situations together with selected individual personality characteristics known to be affected by arousal. This interactional approach has met with some success in the few social facilitation studies employing it (e.g., Cox, 1968). This approach may complicate the basic simplicity (or oversimplicity) of Zajonc's hypothesis, but it may also enable us to go beyond the negligible social facilitation effects that are characteristically produced by the exclusive use of passive audiences and reactors.

1. The study is intended to replicate Martens' (1968) findings, that is, that the presence of an audience leads to an early drift of the hand towards the target.
2. Martens (1968) used three constant error measures with the aim of measuring absolute error, which were defined as the difference between the times of arrival of the target and the pointer to the coincident point, with and without regard to sign, respectively. In addition to these measures, Martens (1968a) found the typically small audience effects ( $F = 2.9$ ) for an intravariance measure, which was actually the standard deviation of each subject's scores for each block of five trials. This measure, called variable error (VE), together with constant error (CE) and a total error (E) composite of VE and CE were also employed in the present study.
3. There were two basic departures from Martens' procedures: the audience contained two fewer members; and subjects were not selected on extreme scores on the Manifest Anxiety Scale. This latter departure appeared justified since Martens reported that neither the anxiety main effect nor the anxiety by audience interaction was significant for CE and VE measures.
4. Power is, of course, dependent on the way the data is distributed. Our failure to replicate Martens' CE distribution also resulted in us having considerably less statistical power than Martens' (1968) study. Indeed we were able to replicate Martens' VE distribution, the power of our study was inadequate to detect a

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Table 1  
Means and Standard Deviations for Constant, Variable, and Total Error  
(msec) Under Different Conditions of Audience, Videotape and Blocks of Trials

Blocks of Trials	Audience Present/ Videotape Present			Audience Present			Videotape Present			Audience Absent/ Videotape Absent		
	CE	VE	E	CE	VE	E	CE	VE	E	CE	VE	E
1	-13.32 <sup>a</sup> (82.75) <sup>b</sup>	86.90 (57.31)	114.24 (40.60)	6.41 (40.03)	73.83 (45.63)	86.35 (47.80)	7.16 (45.99)	63.41 (27.54)	77.82 (39.51)	-13.41 (89.37)	64.95 (48.46)	96.51 (59.06)
2	-3.45 (51.80)	54.89 (21.89)	73.42 (30.58)	-16.83 (30.48)	52.00 (20.85)	61.82 (26.53)	-7.91 (45.59)	42.99 (19.72)	59.41 (19.64)	-6.85 (45.96)	44.95 (20.31)	62.38 (25.32)
3	-20.01 (47.29)	50.68 (33.98)	70.12 (29.08)	-12.31 (41.17)	57.91 (33.41)	71.27 (25.49)	-8.16 (20.40)	44.00 (13.64)	49.60 (13.37)	-7.49 (26.34)	41.48 (21.59)	50.10 (18.81)

<sup>a</sup>Negative sign indicates subjects' response was early.

<sup>b</sup>Values in parentheses are standard deviations.

Table 2

Means and Standard Deviations for Trials-to-Criterion Measures

Measures	Audience Present/ Videotape Present	Audience Present	Videotape Present	Audience Absent/ Videotape Absent	All Groups
Trials to Criterion (.90 msec)					
Martens' Study	16.8 (9.01) <sup>a</sup>			10.00 (8.46)	13.40 (7.89)
Present Study	12.87 (11.53)	13.20 (10.09)	10.20 (8.65)	10.40 (8.34)	11.67 (9.00)
Trials $\pm$ .30 msec After Criterion Attainment					
Martens' Study	3.00 (1.41)			2.97 (2.09)	2.98 (1.91)
Present Study	5.13 (2.53)	3.50 (1.41)	4.33 (1.58)	2.92 (1.88)	3.86 (1.67)

<sup>a</sup>Values in parentheses are standard deviations.

Table 3  
Correlations Between Arousal and Total Error Measures for  
Martens' Study and the Present Study

Arousal Measures	Audience Present/ Videotape Present		Audience Present		Videotape Present		Audience Absent/ Videotape Present		All Conditions	
	<u>N</u>	<u>r</u>	<u>N</u>	<u>r</u>	<u>N</u>	<u>r</u>	<u>N</u>	<u>r</u>	<u>N</u>	<u>r</u>
Martens Study PSI	24	.13	-	-	-	-	24	.15	48	.30**
Present Study PSI	6	.18 <sup>a</sup>	-	-	6	.68*	9	.49	21	.31
High Activation	15	.35	15	.25	15	.33	15	.32	60	.26**
Deactivation	15	-.36	15	.14	15	-.16	15	-.56**	60	-.23**

<sup>a</sup>The Audience and audience/videotape conditions were combined for this correlation.

\* $p < .10$

\*\* $p < .05$

## Figure Captions

Figure 1. Mean constant error scores for subjects in "alone" conditions in the present study compared to Martens' and Schmidt's studies.



